- DCI seeks $32-million scaleback in Washington
- Disney's Jimirro resigns
- Scrambling shootout highlights CATA show
- Court refuses to reconsider Preferred decision

State-of-the-art: Tackling key tech issues

CableVision

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CONGRESSIONAL INFO SERVICE
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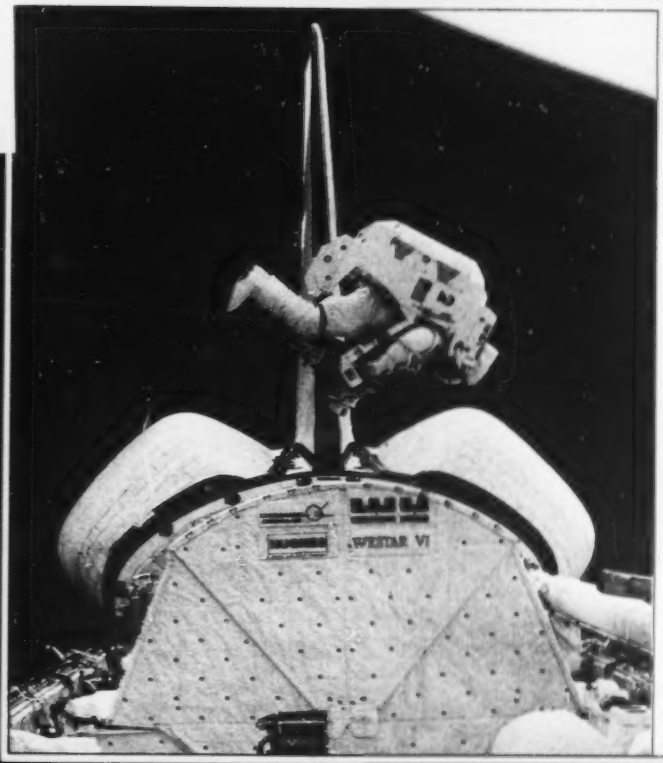


The Discovery Channel:

Will newest network master the science of basic cable?

Leading the week 11-27

Launch of Discovery

The Discovery Channel premiered June 17 as the first ad-supported network devoted to educational programming.

'85 CTAM Awards

Some 125 operator and program supplier marketing and promotional campaigns will be contending for 1985 Cable Television Administration and Marketing Society Awards to be announced Aug. 6 during the group's conference in San Diego.

FNN shows profit

For the second straight quarter, Financial News Network has shown a profit.

No rehearing

The 9th Circuit Court of Appeals tells the city of Los Angeles and several other communities that it will not rehear its landmark *Preferred* decision.

Stop RFP

Group W will file a notice of motion by July 9 in its attempt to prevent Santa Cruz from continuing its RFP process.

Tribune requests waiver

Tribune Broadcasting Co. asks the Federal Communications Commission to give it 18 months to divest several cable systems and a newspaper near Los Angeles after Tribune completes its purchase of a television station in L.A.

Boston, Cablevision talks

Negotiators for the city of Boston and Cablevision Systems are "very close" to reaching an agreement for wiring the Back Bay, however, wiring of that area and Beacon Hill will not go forward until the company has gained concessions from the city to reduce its financial obligations.

DCI requests concessions

District Cablevision Inc. seeks substantial concessions from Washington, D.C. in order to make the system economically viable.

TBS to scramble services

An official of Turner Broadcasting, told a CATA audience last week the programmer has plans to scramble Cable News Network and Headline News. TBS will begin immediately to charge satellite dish owners $25 a year for taking the services.

Disney president resigns

Disney Channel President Jim Jimirro resigned his position with the family-oriented pay service last week, saying he would explore "opportunities to start new ventures and look for new challenges."

CATA pushes scrambling

A lively discussion of signal scrambling highlighted the CATA's annual meeting in Nashville last week. The CATA board of directors also called for the use of a single scrambling technology. A crowd of just over 500 operators and exhibitors attended the three-day affair.

No MSO for CBS

Three years after acquiring the Black Hawk cable system in the Dallas-Fort Worth area, CBS has decided to get out of the cable operating business and stick to broadcasting and programming.

Nor-West to appeal ruling

Nor-West Cable Communications has taken its battle to wire St. Paul to the 8th Circuit U.S. Court of Appeals. Some attorneys feel the move could result in the next major test of cable's First Amendment rights in the franchising process.

Restraining order lifted

A Milwaukee judge has removed a temporary restraining order prohibiting Wisconsin Bell from carrying out its plan to build and maintain a statewide ITFS for the Wisconsin Educational Board.

TBS defends takeover bid

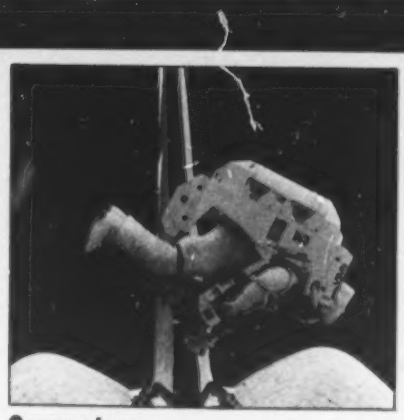
Turner Broadcasting has told the Federal Communications Commission that its takeover attempt of CBS is "financially viable" and that CBS' call for evidentiary hearings was primarily a delaying tactic.

Combining conventions

Texas Cable Television Association officials are considering an offer from the National Cable Television Association to merge their conventions on a one-shot basis next year.

Copyright Royalty Court

A bill has been introduced by Rep. Robert Kastenmeier which would create a Copyright Royalty Court responsible for settling ratemaking and distribution disputes among copyright owners and users.

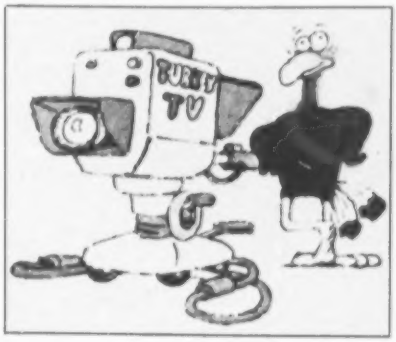


Cover story

The Discovery Channel launches carrying science, nature, documentaries and other nonfiction fare. See page 24.

Feature story

Tech sessions at the National Cable Television Association Convention in Las Vegas cleared up complicated issues and answered several key questions concerning technical developments with speakers offering their expertise to operators. Executive Editor Fred Dawson provides a selective summary of these discussions on major topics. See page 30.



Review 28

Robert DiMatteo reviews Nickelodeon's new one hour weekday comedy called *Turkey Television*. DiMatteo is critical of the manner in which the material is put together, but believes that the show has great potential.

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Cable services subscriber count

Satellite-fed national services

Basic services	Affiliates	Subscribers
ACTS Satellite Network	182	2,955,000
Arts & Entertainment	2,000	12,500,000
Black Entertainment Television (BET)	432	9,033,719
Cable News Network (CNN)	7,780	32,262,000
CNN Headline News	2,403	16,284,000
C-SPAN	1,900	21,000,000
CBN Cable Network	5,551	28,017,000
Country Music Television	314	4,900,000
The Discovery Channel	NA	NA
ESPN	9,900	35,700,000
Eternal Word Television Network(EWTN)	232	2,400,000
Family Guide II Network	6	90,000
Financial News Network (FNN)	1,050	18,100,000
The Learning Channel	661	5,735,700
Lifetime	2,400	24,900,000
Modern Satellite Network (MSN)	510	10,620,000
Music Television (MTV)	3,100	26,200,000
The Nashville Network	2,250	22,160,000
National Christian Network (NCN)	91	1,333,000
National Jewish Television (NJTV)	247	5,569,000
Nickelodeon	3,800	24,900,000
Odyssey	NA	NA
PTL The Inspirational Network	1,200	13,000,000
Satellite Program Network (SPN)	525	11,800,000
Silent Network	242	7,200,000
SIN Television Network†	348	29,405,100
Trinity Broadcasting Network	409	5,772,000
USA Network	4,200	29,700,000
Video Hits One	423	5,500,000
The Weather Channel	1,630	17,000,000
WGN-TV	6,515	15,714,000
WOR-TV	1,378	5,231,220
WPIX-TV	152	1,385,000
WTBS-TV	8,656	33,111,000

Pay services		
American Extasy	4	40,000
American Movie Classics	90	235,000
Bravo	210	335,000
Cinemax	3,200	3,333,000
The Disney Channel	2,300	1,800,000
GalaVision	230	160,000
Home Box Office (HBO)	6,900	14,500,000
Home Theater Network (HTN)	400	300,000
Showtime	3,200	5,400,000
The Movie Channel	2,900	3,200,000
The Nostalgia Channel	55	175,000
The Playboy Channel	550	800,000

Audio services		
Cable Radio Network	5	300,000
Lifestyle	125	2,400,000
Moody Bible Institute	47	600,639
Satellite Jazz Network	14	828,000
Satellite Radio Network	50	403,000
Star Ship Stereo, Inc.	80	930,000
Studioline	NA	NA
WFMT Chicago	158	1,041,000

Text services		
AP News Cable	350	4,000,000
AP News Plus	6	145,000
Cable Sportstracker	5	275,000
Dow Jones Cable News	170	2,372,784
Electronic Program Guide (EPG)	235	4,484,000
Genesis Storytime	20	630,000
Reuters News View	325	3,250,000
TV Decisions	106	2,826,401
UPI Data Cable	450	4,000,000
X'Press	NA	NA

Non-satellite-fed national services

Bicycled services	Affiliates	Subscribers
Fuji Network	6	4,655
Nippon Golden Network	7	8,400
Vector Consumer News	12	325,000
Vector Consumer Shopping Guide	15	407,000

Regional entertainment services

Basic services	Affiliates	Subscribers
Atlanta Interfaith	7	150,000
Bay Area Religious Channel (BARC)	6	113,400
Buffalo Sabres Hockey	13	460,000
The Ecumenical Channel	6	148,000
KTVT	46	1,074,000
Life Newsvision	24	36,000
Madison Square Garden	57	1,700,000
Meadows Racing Network	14	446,000
MetroChannel	1	116,000
Newsday Cable	1	240,019
Texas Cable Network	12	730,000

Pay services		
Dodgervision	28	NA
Home Sports Entertainment—Houston/Dallas	78	130,000
Home Team Sports	47	83,000
New England Sports Network	72	53,279
PRISM-Philadelphia	88	375,000
Pro-Am Sports	84	102,000
The Superchannel	NA	NA
SportsChannel (New England)	63	95,000
SportsChannel (New York)	45	400,000
SportsVision (Chicago)	22	105,000
Z-Channel	21	95,000

Announced services

Regional services	Expected Launch
Box Seat	4th Quarter 1985

Satellite-fed services	
Apollo Entertainment Television	TBA
The BuenaVision Channel	TBA
Cabletix	TBA
The Choice Channel	11/85
Discovery Computer Network	9/85
Discovery Financial Network	9/85
Discovery Music Network	3rd Quarter 1985
El Canal Musical	4th Quarter 1985
Electronic Program Guide, Jr.	3rd Quarter 1985
Ethnic Radio Networks	3rd Quarter 1985
The Exchange	4th Quarter 1985
Home Shopping Network	7/85
International Business Network	3rd Quarter 1985
Magicable	TBA
Movie Time	9/85
Pay-Per-Movie Network	4th Quarter 1985
Private Ticket (Playboy)	7/85
Satellite Concert Network	TBA
Showtime/TMC Pay-Per-View Network	3rd Quarter 1985
United Satellite Network	3rd Quarter 1985

Note: Figures for affiliate and subscriber counts will be updated quarterly unless information is provided by the service. Send information to: CableVision Magazine, Attention Cable Stats, P.O. Box 5208-T.A. 80217.
N/A denotes not available.
TBA denotes to be announced.

† Total SIN reach. Spanish-speaking households 3,860,500.
Source: Subscriber and affiliate counts are provided by the program service for International Thomson Communications Inc.

National cable advertising

This chart lists national advertisers on the basic cable networks. Some listings are partial.

A&E
AT&T (R)
BMW (R)
Baldwin Pianos (N)
Bolla Wine (N)
Dannon (R)
Dean Witter (R)
Ford (R)
GM (R)
Hitachi (R)
Hong Kong Tourism (N)
Hormel (R)
IBM (R)
Kodak (R)
Merrill Lynch (R)
NCR Computers (R)
Nissan Motors (R)
Paul Masson (R)
Psizer (N)
Ralston Purina (R)
Schweppes (N)
Smith Corona (R)
State Department of California Tourism (R)
Tourism of Thailand (R)

BET
Adolph Coors (R)
American Beauty Products (R)
Anheuser-Busch (R)
Campbell's Soup (R)
Carson Products (R)
Coca-Cola (R)
Eastman Kodak (R)
Ford (R)
HBO (R)
Hershey (R)
J.C. Penney (R)
Johnson & Johnson (R)
KFC Corp. (R)
Kraft (R)
McDonald's (R)
Mobil Oil (R)
Nike (R)
Pepsi-Cola (R)
Proctor & Gamble (R)
Pro-Line (R)
Quaker Oats (R)
Sears Roebuck & Co. (R)
Soft Sheen Products (R)
Thompson Medical (R)
U.S. Army (R)
U.S. Marine Corps (R)
U.S. Postal Service (R)
Warner Lambert (R)
William Wrigley Jr. (R)

CBN Cable Network
Bristol Myers (R)
Campbell's Soup (R)
Chrysler (R)
Ford (R)
General Foods (R)
General Mills (R)
Honda (R)
Johnson & Johnson (R)
Lever Brothers (R)
Nabisco (R)
Sterling Drug (R)
Warner-Lambert (R)

C-SPAN*
Centel (R)
DuPont (R)
Eastern Airlines (R)
Gannett (R)
General Instrument (N)
GM (R)
M/A-COM (R)
McDonnell Douglas (R)
Time (R)
Times Fiber (N)

Dow Jones Cable News
American Express (R)
Charles Schwab (R)
Consumer Reports (R)
Forbes Stock Guide (R)
Golf Digest (N)
Jack Anderson's Washington Letter (R)
Pavarotti (R)
Sheridan (R)
Smithsonian magazine (R)
Standard & Poor's (R)
Tennis magazine (R)
Xerox (R)
Zions First National Bank (R)

ESPN
Arrow Shirts (R)
Allstate Insurance (R)
B.F. Goodrich (R)
Bic Shavers (R)
Coleco Industries (R)
Duracell (R)
General Foods (R)
Hitachi (R)
Honda (R)
IBM (R)
Kodak (R)
MasterCard (R)
Nissan (R)
Pennzoil (R)
Ramada Inns (R)
Time (R)
Toshiba (R)
Xerox (R)

FNN
Avis (R)
AT&T (R)
Charles Schwab (R)
Chrysler (R)
Emery (R)
Ford Corporate (R)
GMA (R)
GM Corporation (R)
Hayes Computers (R)
ITT (R)
Kansas City Board of Trade (R)
National Car Rental (R)
Quick and Reilly (R)
United Airlines (R)
Wall Street Journal (R)
Xerox (R)
Zion Banking (R)
Zweig Forecast (R)

The Learning Channel
Barron's Report (R)
Charles Schwab (R)
Courage To Be Rich (R)
Family Computing (N)
Financial Inquiry (R)
Living Classics (R)
Malcolm E. Smith (R)
Microwave Cookbook (R)
National Cellular Radio (N)
Scientific-Atlanta magazine (R)
Sports Illustrated (R)
Wall Street Journal (R)

Modern Satellite Network
American Motors (R)
Anheuser-Busch (R)
California Raison Advisory Board (R)
Federal Reserve Board (R)
Hawaii Visitors Bureau (R)
International Paper (R)
Korean National Tourist Commission (R)
Mercedes Benz of North America (R)
Philip Morris Inc. (R)
Steelcase (R)
Tobacco Institute (R)
United Airlines (R)
Upjohn (R)
U.S. Army Corps of Engineers (R)
Washington State Apple Commission (R)
World Book (R)

SPN†
American Artist magazine
Asia Society
AT&T
Bank Hapoalim
Bayer
Best Western
Business Times
Casio
China Beer
Clorox
Coca-Cola
Cone Thread
Continental Airlines
Dow Jones
El Al
ESTV Tours
Evenflo
Fisher Price
Gerber
Grolsch Beer
Heinz
Hertz Rent-a-Car
Kimberly Clark
Kodak
Lakes Illustrated
Los Angeles Bank
National Insurance
New Zealand Railways
New Zealand Tourism Commission
Ranger Boats
Rubbermaid
Scott Paper
Sears Roebuck & Co.

The Silent Network
Campbell's Soup (R)
Hallmark Cards (R)
Lloyd's Hearing Aids (R)
Magnastitch (R)
Solarts (R)
Ultratec TDD (R)

The Weather Channel
American Home Products (R)
American Motors (R)
AT&T (R)
Borden (R)
Black & Decker (N)
Carter-Wallace (R)
Cheeseborough-Ponds (R)
Clorox (R)
Dannon (R)
Eastman Kodak (R)
Emerson Quiet Cool (R)
Fuller-Obrien (R)
Goodyear Tire (R)
Hartford Insurance (R)
Kraft Foods (N)
Lennox Industries (R)
Michelin (R)
Pepsi Cola (N)
Proctor and Gamble (R)
Prudential-Bache (R)
Quaker Oats (R)
Quaker State (N)
Ralston Purina (R)
Sears Roebuck & Co.(R)
Thompson Medical Co. (N)
Union Carbide (R)
United Airlines (R)
Weber-Stephen Co. (R)
W.F. Young (R)

R denotes renewal client.
N denotes new client.
*Listing is comprised of both advertisers and program underwriters.
†New and renewal information not available.
Source: Advertising clients are provided by the programs services to International Thomson Communications Inc.